

## **Preface/acknowledgement**

Alhamdulillah, praise be to Allah SWT, because of His beneficence and guidance, I can complete the final project entitled “*THE EFFECT OF USABILITY, WEBSITE DESIGN, INFORMATION QUALITY, TRUST, PERCEIVED RISK AND EMPATHY TOWARDS CONSUMER ONLINE PURCHASE INTENTION OF SOCIAL COMMERCE SITES IN INDONESIA (CASE STUDY: LAZADA)*”. This final project is partial fulfillment of the requirements for Bachelor Degree of International ICT Business program, School of Economics and Business, Telkom University, Bandung.

I would like to express my special appreciation to my first advisor, Indrawati, Ph.D for her valuable assistance and inspiration to the completion of this mini thesis report. Secondly I would like give an appreciation for my examiners, Mrs Indira Rachmawati, S.T., M.S.M., Mr Fajar Sidiq Prabowo, SE., MBA, and Mrs Ratih Hendayani, S.T., MM for the guidences and advices during the mini thesis completion. The greatest honor and appreciation would be finally dedicated to my beloved parents. It is truly undoubted that loves, cares, spirits, motivation, patience and timeless prayers during days and nights are everything for me. My sincere thanks and love are also dedicated to my Special one, Vicko Secondrian Rachman, thank you so much from my deepest heart for the support and patience. I also want to thanks to CepatLulus Group : Asprillya Balqist, Pratama Adi, and Hedi Nurul for the support during completion of my mini thesis. I realize that this Final Project composition is not flawless. I humbly wish that the next research can perfect this Final Project.

Bandung, 3<sup>rd</sup> December 2015

Meyta Hana Merlyana

1201120465